

## Message Text

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PAGE 01 CARACA 11390 231406Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----092268 231413Z /44  
P 231303Z NOV 77  
FM AMEMBASSY CARACAS  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 90

UNCLAS CARACAS 11390

E.O. 11652: N/A  
TAGS: BEXP VE  
SUBJ: FINAL SHOW CABLE-INSTRU-QUIPOS'77

FOR: COMMERCE BIC/OIM/GARNITZ/FOGLESON/BREWER

1. INSTRU-QUIPOS'77
2. THOMAS ALVA EDISON BUILDING; CARACAS, VENEZUELA; NOVEMBER 14-19, 1977.
3. THIRTY-TWO PARTICIPANTS, FORTY-ONE EXHIBITORS.
4. SOLD DURING EXHIBITION BY NTM \$107,500 BY OTM \$173,700.
5. PROJECTED SALES NEXT TWELVE MONTHS BY NTM \$5,138,000 BY OTM \$1,500,000.
6. FOUR EXHIBITORS SOUGHT EXREPS, ONE AGREEMENT SIGNED AT SHOW AND FOUR EXPECTED TO BE SIGNED WITHIN THIRTY DAYS. THE FOUR EXHIBITORS WERE PROVIDED WITH THIRTY-SIX CANDIDATES OR NINE PER COMPANY.
7. TRADE VISITORS REGISTERED NINE HUNDRED PLUS THREE HUNDRED STUDENTS.

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8. OUTSTANDING SUCCESS STORIES:
  - A. METROMATION (NTM) PROJECTS 1,000,000 DOLLARS;
  - B. MARK CONTROLS (NTM) PROJECTS 1,000,000 DOLLARS;
  - C. MODULAR COMPUTER (NTM) PROJECTS 500,000 DOLLARS;
  - D. ROSEMOUNT (NTM) PROJECTS 1,000,000 DOLLARS;
  - E. STOCKHAM VALVES (NTM) PROJECTS 750,000 DOLLARS.

9. NINE EXHIBITORS WERE IN SMALL CATEGORY; TWENTY IN MEDIUM CATEGORY; TWELVE IN LARGE CATEGORY.

10. THIRTY-FOUR EXHIBITORS FULLY ACHIEVED THEIR PRIMARY OBJECTIVE; SEVEN PARTIALLY; NONE COMPLETELY FAILED TO ACHIEVE THEIR OBJECTIVE.

1. RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS REPORTS:

A. ANDCO INCORPORATED-SUPPORT RECEIVED THROUGHOUT BY EXHIBITION STAFF WAS EXCELLENT;

B. BADGER METER-EXHIBITION WAS WELL ORGANIZED AND STAFF WAS VERY EFFICIENT AND EXTREMELY HELPFUL WITH ANYTHING REQUIRED;

C. INSTRON CORPORATION-VERY EFFICIENT PRESENTATION WITH GOOD PROMOTION OF THE PRODUCTS DISPLAYED;

D) DE ZURIK-WE ARE VERY HAPPY WITH THE RESULTS OF THIS EXHIBIT AND WE FOUND IT WELL ORGANIZED;

C) DUPONT-WE EXPECTED TO SEE 14 MAJOR PROSPECTS DURNING THE SHOW. WE SAW ALL MAJOR PROSPECTS PLUS 12 ADDITIONAL MAJOR PROSPECTS WE HAD NOT PREVIOUSLY IDENTIFIED AS SUCH. WE HAVE ALSO IDENTIFIED TWO ADDITIONAL MAJOR SALES AREAS;

F. FOXBORO-WE CONGRATULATE THE U.S. DEPT OF COMMERCE AND THE AMERICAN EMBASSY FOR THE PROMOTION OF THIS EVENT;

G. ENDRESS PLUS HAUSER-IT IS CONSIDERED TO BE AN EXHIBITION WHICH ENABLED US TO ESTABLISH SINCERE NEW CUSTOMERS; QUALITY OF ATTENDEES WAS SIGNIFICANTLY BETTER THAN EXPECTED;

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H) FISCHER & PORTER-THE EXHIBITION WAS SUCCESSFUL VISITORS WERE IN THE INTERESTED, SERIOUS CATEGORY AND ORGANIZATION OF THE EXHIBITION WAS ABOVE REPROACH:

L) STOCKHAM VALVES-BASIC PURPOSE OF EXHIBITING WAS ACCOMPLISHED, PERSONNEL MOST INTERESTED IN OUR SUCCESS AND COOPERATIVE;

J) TECNICON-EXCELLENT LOGISTIC ORGANIZATION;

K) MILTON ROY-QUALITY OF VISITORS IN SUPERB;

L) TESCOM-QUALITY OF ATTENDANCE SATISFACTORY-MET OUR EXPECTATIONS;

M) VIKING PUMP/HOUDAILLE-INDUSTRIAL REPS VISITING DISPLAYED GOOD INTEREST;

N) WARREN PUMP/HOUDAILLE-PRIMARY OBJECTIVE OF EVALUATING POTENTIAL REPRESENTATIVES WAS ACCOMPLISHED; DECISION WILL FOLLOW EARLY 1978;

12. EMBASSY CARACAS PVOIDED CUSTOMARY EXCELLENT SUPPORT PRIOR TO AND DURING EVENT CONTRIBUTING MATERIALLY TO ITS SUCCESS.

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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